

Amendment

Serial No. 09/738,562

Title: METHOD FOR PROVIDING IN TRANSIT AUTHENTICATION, REPAIR AND CUSTOMIZATION OF AUCTIONED GOODS

In the Specification:

Please amend the paragraph beginning on page 2, line 10 to read as follows:

With the increasing popularity of the internet and the worldwide web, it has become common for individuals wishing to sell used merchandise, collectibles, and other items to do so through on-line auctions. One example of a website that conducts an on-line auction is the popular eBay website, ~~www.eBay.com~~, "eBay.com." In a typical on-line auction, before a user can post an item for sale or bid on an item, the user must register with the auction site. Typically the auction site server delivers a webpage that contains an interactive form to the client system of the user. The user fills out the form, which is thereafter submitted to the auction site, to create a unique record for the user. When the user wishes to sell an item, the auction site verifies that the user is a registered user and thereafter provides the user with an interactive form for posting information regarding the item to be auctioned. Typically, the form has spaces for providing information including, for example, a description of the item, acceptable payment methods and whether or not the item carries a reserve and if so, the amount of the reserve. A program takes information from the interactive form and automatically creates a webpage on the auction site that describes the item for sale.

Please amend the paragraph beginning on page 4, line 11 to read as follows:

The present invention comprises a method of selling authentication, repair and/or custom fitting services for an item sold by a seller to a bidder through an on-line auction comprising displaying on the client system of a bidder a webpage containing information

Amendment

Serial No. 09/738,562

Title: METHOD FOR PROVIDING IN TRANSIT AUTHENTICATION, REPAIR AND CUSTOMIZATION OF AUCTIONED GOODS

indicating that the bidder may request that the item(s) be authenticated, repaired and/or custom fitted in transit from the seller to the bidder (or other services performed on the goods in transit). In an illustrative embodiment of the invention the items being sold are used golf clubs. A button is displayed on the website of the on-line auction describing the clubs that are for sale. The button is hyperlinked to the website of the golf club manufacturer, for example, Ping, Inc. (~~www.pinggolf.com~~). "Pinggolf.com." The manufacturer's website recognizes the hyperlink comes from a webpage provided by the on-line auction and in response to the link, transmits an interactive form to the bidder's computer. The bidder enters information such as the model and serial number of the clubs being offered for sale, the user's height, wrist-to-floor length, hand length, finger length, desired services and any other pertinent information into the form. Upon submission of the interactive form, the manufacturer's server provides an estimate as to whether the clubs in question can be fitted to the bidder and, if so, the cost of performing the fitting, repair and authentication services. Armed with this information, the bidder can make a more informed decision as to whether to bid on the clubs being auctioned and if so, how much to bid. If, after the auction closes, the bidder is determined to be the high bidder, the bidder is notified that he or she is the high bidder. The seller is provided with the identity of the high bidder and also advised that the successful bidder has elected to have the goods shipped to the manufacturer for authentication and service. Additionally, the seller is provided with the appropriate shipping address for the manufacturer. In the illustrative embodiment, the manufacturer also acts as the escrow receiving the funds from the successful bidder (e.g. purchase price plus the cost of

Amendment

Serial No. 09/738,562

Title: METHOD FOR PROVIDING IN TRANSIT AUTHENTICATION, REPAIR AND CUSTOMIZATION OF AUCTIONED GOODS

certification, repair and fitting, plus shipping costs) and forwards the appropriate amount to the seller upon receipt and inspection of the goods. The availability of a manufacturer to provide in-transit authentication, repair and custom fitting of used golf clubs enables consumers to avail themselves of on-line auctions, bidding with confidence, knowing that the clubs they receive will be the genuine article and will be appropriately fitted to their physique and capabilities.